80th ANNIVERSARY

1956 CATALO

# ROGERS SEEDS ESTABLISHED 1876

**SPECIALISTS** 

**PEAS BEANS CORN** 



J. M. BINGHAM Vice President Sales



T. T. HOPKINS Vice President Production



R. K. ROSE President



D. W. ISLEY Secretary-Treasurer



L. V. ANDERSEN Traffic Manager

### **FOREWORD**

Another milestone has been reached in our Seed Division. Established in 1876, we have now reached our 80th year in supplying quality seed Peas, Beans, and Sweet Corn to the Seed Trade, Canners and Freezers.

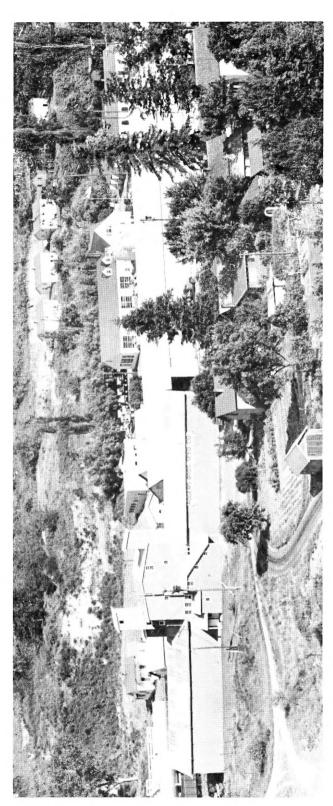
We maintain our trial grounds and research work for peas and beans at both Idaho Falls and Twin Falls, Idaho. Our peas are produced at both of these points, as well as in the states of Washington and Wyoming. Fordhook Limas and pole snap bean varieties are produced in California. All other bean varieties are grown in Idaho. Sweet corn trials and production are carried on at Caldwell, Idaho. At all of these points new varieties are carefully checked before being released to the trade. Through continuous purelining of all varieties, our customers are assured the finest in quality seed.

The descriptive data, including reference to season or number of days to marketable condition, given for pea and bean varieties has been based on several years experience and observation made in our western seed growing areas. Maturity dates on sweet corn are calculated on basis of midwestern growing conditions. All sieve sizes indicated on peas are from readings made at Idaho Falls and taken on basis of a Tenderometer reading of 100.

Many of our Seed Division customers are now using products supplied by another division of our Company. Thirty-five years ago we entered the field of potato dehydration. At the present time we have dehydrating plants located in Idaho Falls, Idaho, and Grand Forks, North Dakota. The potato flour and dehydrated cubes manufactured in these plants are supplied to bakers, meat packers, soup manufacturers and others. These dehydrated products have met with favor wherever used. Sales office for both Divisions is maintained at Idaho Falls, Idaho.

We sincerely appreciate the business with which you have favored us in the past and hope that it may be our privilege to continue to supply your requirements in the future.

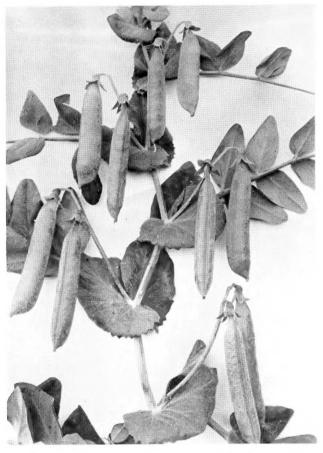
ROGERS BROS. SEED CO., INC.
IDAHO FALLS, IDAHO



2

ACE (Rogers) Vine Pod Seed Hardy, Prolif			21/2	inch, sma	light, Il sized	blunt and	, dou wrink	ark ble
Sieve %	1 7	2 14	3 20			6 6	7	8
ALASKA							58 D	ays
Vine Pod Seed				2	1/2 inc	:h, ligl	ht, bl	unt
Rogers Strair Sieve %	1		3 28		5 18.5	6	7	8
423 Strain: Sieve %	l 6	2 19	3 38	4 32	5 5	6	7	8
Smaller sieve Both Strains	s tha Wilt I	n Ro Resist	gers' ant.	strain	but e	equal	in yie	ld.
ALASKA SWEET							58 D	ays
Vine Pod Seed Wilt Resistan				2	3/4 inc	:h, lig	ht, bl	unt
Sieve %	l 8	2 9	3 15	4 22	5 38	6 8	7	8
BONNEVILLE (Re	gers	)					68 D	ays
Vine Pod Seed Wilt Resistan			31/ <sub>2</sub> .medi	inch, um-la	light, rge s	blunt ized,	, dou wrink	ble
Sieve %	ł	2 2.5	3 7.5	4 17	5 <b>4</b> 5	6 27	7 1	8
CHIEF (Rogers) Vine Pod Seed				2	3/4 inc	:h, blu	ınt, li	ark ght
Sieve %	I 1.5	2 3.5	3 10.5	4 24	5 40	6 20.5	7	8

CLIMAX							65 D	ays
Vine					edium			
Pod			23/	′4 inch	, light	, blun	t, dou	ıble
Seed				me	dium	sized,	wrink	led
Wilt Resista	ant.							
Sieve	1	2	3	4	5	6	7	8
%	6	10	16	27	33	8		



EUREKA (Rogers)

EUREKA (Rogers	)						68 D	ays
Vine					30	inch,	med	ium
Pod				5 inch	, light	, blun	t, dou	ıble
Seed				me	dium	sized,	wrink	ded
Our newest ducing a high								
Sieve %	 4	2	3 18	4	5 25	6	7	8

FAMOUS (Rogers) Vine Pod Seed A hardy, Wilt I mally out yield sieve size.	Resista	31/ <sub>2</sub> nt Pe	inch, mee rfecti	light, dium on Ty	blunt sized, pe. \	-, dou wrink Will r	avy ible led ior-
Sieve I	2 4	3 15	4 33	5 39	6 8	7	8
PERFECTION No. 3: Vine	32	inch, 31/2	fairly 4 inch	, light	, med , blun	t, dou	lark ble
Sieve I		. 3	4	5	6	7	8
PERFECTION (Wiscons) Vine Pod Seed Wilt Resistant.	,	31/4	inch,	light	, blun	avy, c t, dou	lark uble
Sieve I % 2	2 5	3 12		5 35	6 13	7	8
PERFECTION NEW Vine Pod Seed Wilt Resistant. excellent quality	A hiç	28 i 31/ <sub>4</sub> med	nch, i inch, dium-l	mediu light arge	, blun <sup>.</sup> sized,	t, dou wrinl	dark uble ded
Sieve I	2	3 11	4 24		6 24	7 4	8
PRIDE Vine Pod Seed	31/ <sub>4</sub> i	nch, k	24 olunt,	inch, straig	medi ht, lig	65 C um, c jht gr	dark een
Wilt Resistant. Sieve I	<b>2</b> 5	3 10	4 22		6 25	7 3	8
PROFUSION IMPROVING Pod Seed	4 i	30 nch, li	inch, ight, s	semi-k	lunt, 🔻	well f	avy illed
Wilt Resistant. Sieve I %	2 I	3 6	4 26	5 44	6 21	7 2	8



SHOSHONE (Rogers)

SHOSHONE (Rog Vine Pod Seed		31/2	inch,	light,	blunt	, mos	70 D rk, he stly sin wrink	avy igle
Wilt Resistant	. Pe	rfect	ion T	ype.				
					5	6	7	8
					25		6	
				2	1/2 in	ch, Ìig	59 D slim, c ght, bl wrink	lark lunt
Wilt Resistant	•							
Sieve %	I 5	2 10	3 15	4 33	5 29	6 8	7	8



WASATCH (Rogers)
Very early, highest quality
Wilt Resistant Canning Pea.

Pod Seed Wilt I	Resistant.	31/ <sub>4</sub> Earlie	inch, me	light, dium-l	blunt, arge	most sized,	irly he ly do wrin	ublé kled
Siev	re l	2	3	4	5	6	7	8
%	re 1 2	5	12	22	22	26	П	
Pod	Rogers)				2 in	ch, sn	58 E slim, l nall, b ll, smo	ight lunt
Siev	re l	2	3	4	5	6	7	8
%	re   1	22	33	30	2			
Smalle	r Sieve Siz	es Tha	n Ala	ska				

# PEAS—FREEZING VARIETIES

ALDERMAN (Ta	all Tele	phon	e)				72 D	
					40 ind	ch, da	rk, he	avy
Pod				41/	inch	, dark	, poin	ted
Seed					very	large	, wrinl	kled
Wilt Resist	ant.				•	_		
Sieve	- 1	2	3	4	5	6	7	8
%	- 1	6	9	18	27	29	10	



MIDFREEZER (Rogers)

MIDFREEZER (	Rogers)						66 D	ays
Vine					26	inch,	medi	um
Pod		31/4 i	nch,	dark,	blunt,	mostl	y dou	ble
Seed								
This pea l	nas beer	bre	d to	fill t	he Tor	ng ne	eded	re-
quirement								
À high yi								
Resistant.	Produc	es sh	elled	peas	of ex	cellen	t qua	lity
and unifor	rm, dark	gree	en co	olor.	Comp	arable	e to F	er-
fected Fr	eezer in	siev	e siz	es an	d bet	ter in	qual	ity.
Sieve	1	2	3	4	5	6	7	8
0/	2	4	11	23	37	19	4	

# PEAS—FREEZING VARIETIES

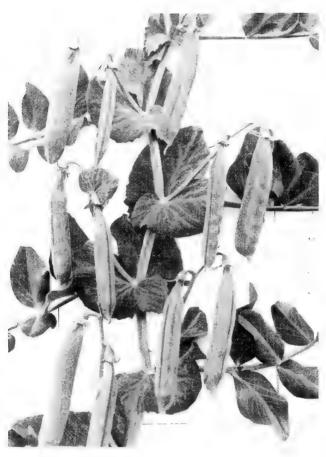


# PERFECTED FREEZER

Dark Green Seed Coat and Cotyledon A Smaller Sieve Heavy Producer

PERFECTED FREE Vine Pod Seed		28 ir	31/2	inch, me	light dium	, blun sized,	t, dou wrink	lark ıble
Wilt Resistan	it. D	Oark G	reen	Perf	ection	т Тур	e.	
		2	3	4	5	6	7	8
%		3	9	28	30	25	5	
THOS. LAXTON	(Roc	ers N	lo. 25	51)			62 D	ays
Vine					30	inch,	dark, s	slim
Pod			31	/s inc	h, da	rk are	en, bl	unt
C I							wrink	
Our Wilt Re								
the freezing								
qualities. Sieve		2	2	A	_	4	7	0
	1	2	3	4	27	0	20	8
%	4	5	0	15	27	25	20	

# PEAS—FREEZING VARIETIES



VICTORY FREEZER (Rogers)
ALL AMERICA BRONZE MEDAL AWARD

VICTORY FREEZ	ZER (F	Rogei	rs)				68 D	ays
Vine Pod Seed		l	31/ arge s	/ <sub>4</sub> inch	29 1, dar dark	inch, d k, blun green,	dark, : t, dou wrink	slim ıble ıled
Wilt Resista	int.							
Sieve %	ı			4 24			7 4	8
An early, hig	gh qua	ality,	prolif	ic fre	ezing	variet	у.	

# PEAS—GARDEN VARIETIES

ALASKA Vine Pod Seed Wilt Resistant.	21/2 inch, light, blunt
ALDERMAN (Tall Telephone) Vine	41/2 inch, dark, pointed
AMEER (Claudit-Bountiful) Vine Pod Seed Wilt Resistant.	3 inch, dark, pointed
DWARF ALDERMAN (Rogers) Vine	22 inch, dark, heavy 41/2 inch, dark, pointed very large sized, wrinkled
DWARF GREY SUGAR	62 Days 24 inch, dark, medium





Streamlined Handling in Our Colfax, Washington Warehouse.

# PEAS-GARDEN VARIETIES

EVERBEARING	80 Days
Vine	26 inch, dark, heavy
Pod	2 1 1 1 1 1
Seed	الممانال والمساور المساورا
Wilt Resistant	<b>3</b> ,

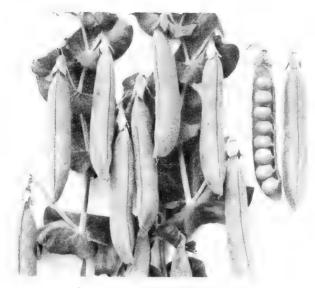


# FREEZONIAN ALL AMERICA BRONZE MEDAL AWARD

FREEZONIAN (Rogers) Vine Pod Seed Wilt Resistant. Ideal fo Broad Full Sized Market	31/2 inches, dark green, blunt large, wrinkled r freezing.
HUNDREDEOLD (Laytonian	) AS Dave

HUNDREDFOLD (Laxtonian)	65 Days
Vine	20 inch, dark, heavy
Pod	
Seed	large, wrinkled

# PEAS-GARDEN VARIETIES



ICER No. 95 SHIPPING PEA

ICER No. 95 (Rogers)	74 Days
Pod Seed	24 inch, coarse, dark 41/2-5 inch, dark, pointed very large, wrinkled
Wilt Resistant. An imp	proved Giant Stride type.
LAXTON'S PROGRESS	64 Days
Pod	15 inch, dark, heavy 41/2 inch, dark, pointed large, wrinkled
LAXTON'S SUPERB	60 Days
Sometimes called Early	Bird.
LINCOLN	67 Days
Pod	28 inch, medium heavy, dark

# PEAS—GARDEN VARIETIES



LITTLE MARVEL

63 Days

LITTLE MARVEL

Pod	18 inch, dark, medium 3 inch, dark, blunt medium-large, wrinkled
ONEIDA (Rogers)	68 Days
Vine	30 inch, dark, heavy
Pod31	/2 inch, dark, blunt, double large, green, wrinkled
Wilt Resistant. Use—Freezing and Garde	en.
PED. EX. EARLY (First & Best)	58 Days
Vine	
Pod	
Seed	cream, small sized, smooth
Wilt Resistant	

# PEAS-GARDEN VARIETIES

PREMIER (Rogers)  Vine  22 inch, medium, heavy Pod  23/4 inch, light, blunt Seed  medium sized, wrinkled (Use for Notts Excelsior and Impd. American Wonder.)
PROGRESS No. 9  Vine
THOMAS LAXTON (Rogers 251) 62 Days  Vine
VICTORY FREEZER (Rogers)  Vine
WORLD'S RECORD—EARLY GRADUS 59 Days  Vine24 inch, light, medium Pod31/2 inch, dark, pointed Seedlarge, wrinkled



Dusting Pea Fields, Colfax, Washington



Seed Testing Laboratory—Idaho Falls, Idaho

# BEANS—BUSH GREEN POD

THE THE PARTY OF T

### BOUNTIFUL

51 Days

Pods are 7 inches long, straight, broad, flat, light green. Seed straw color. Strinaless. **GARDEN & CANNING VARIETY** 

# **BOUNTIFUL CANNER**

53 Davs

Growth habit very similar to regular Bountiful, but gives a higher yield. Fibre analysis is very much lower, therefore, an ideal bean for French-style pack.

# CONTENDER (Buff Valentine)

55 Days

Pods are 61/2 inches long, slim, near round, dark green and stringless. Seed, buff, lightly mottled. Mosaic Resistant.

MARKET GARDEN & SHIPPING

# FULL MEASURE, IMPROVED (Rogers)

Pods are 6 inches long, fairly straight, round, dark green. Stringless. Seeds: Reddish brown, mottled with buff. GARDEN & CANNING VARIETY

# FULLGREEN (Developed by U.S.D.A.)

54 Days

Pods 51/2 inches long, dark green, round, stringless. Mosaic Resistant and tolerant to several other diseases. Seeds: Mouse grey to olive brown.

**GARDEN & CANNING VARIETY** 

#### GIANT STRINGLESS

56 Davs

Pods are 6 inches long, round, fairly straight, light green. Stringless. Seed: Yellowish brown.

**GARDEN & CANNING VARIETY** 

# LANDRETH STRINGLESS (Burpees)

54 Days

Pods are 6 to 7 inches long, fairly straight, round, dark green. Stringless. Seed: Light coffee brown.

**GARDEN & CANNING VARIETY** 

# PLENTIFUL (Black Seeded Bountiful)

53 Days

Pods similar to Bountiful, slightly longer and darker green. Straight. Stringless. Seed: Black.

**GARDEN VARIETY** 

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# BEANS-BUSH GREEN POD

### REFUGEE, IDAHO

66 Days

Pods are 51/2 inches long, round, slightly curved, medium green. Stringless. Mosaic Resistant. Seed: Purple splashed with buff. CANNING VARIETY

### ROGERS SENSATION REFUGEE

64 Days

No. 1066

Pods 51/2 inches long, round, straight, medium green and stringless. Mosaic Resistant. Seed: Purple splashed with buff. CANNING VARIETY

### ROGERS SENSATION REFUGEE

67 Days

No. 1071

Pods 51/2 inches long, round, straight, medium green and stringless. Mosaic Resistant. Seed: Purple splashed with buff. CANNING VARIETY

### RUBY DWARF HORTICULTURAL

56 Days

Pods 4 to 5 inches, broad, flat, dark green, streaked with red. Stringless. Seed: Cream splashed with red.

GARDEN VARIETY



Our Twin Falls, Idaho Warehouse.

### BEANS—BUSH GREEN POD

SEMINOLE

60 Days

Pods 6 inches long, round, straight, smooth, dark green, and stringless. Developed at Everglades Experiment Station of the University of Florida. Claimed resistant to common mosaic, rust and mildew. Seed: Brown mottled.

GARDEN & CANNING VARIETY



SLENDERGREEN (Rogers)

SLENDERGREEN (Rogers)

56 Days

An excellent bush bean with pods 6 inches long, round, straight, slim and dark green. Stringless. Uniform maturity. Seed: Purple splashed with buff. Similar to Tendergreen in color with slimmer, smoother pod.

GARDEN & CANNING VARIETY

STREAML!NER (Granda)

50 Days

Pods are 7 to 8 inches long, flat, tender in early stages and stringless. Seed: White.

GARDEN VARIETY

### BEANS—BUSH GREEN POD

### STRINGLESS BLACK VALENTINE

55 Days

Pods are 6 inches long, narrow, oval, dark green, good quality, stringless. Seed: Black

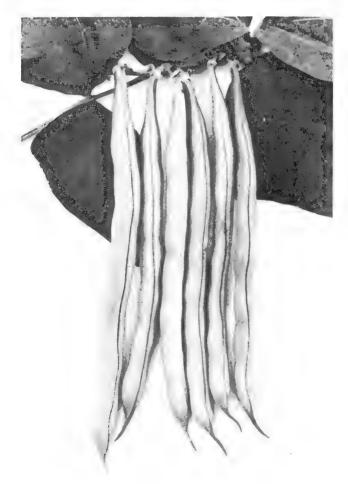
GOOD SHIPPER

### STRINGLESS RED VALENTINE

54 Days

Pods are 5 inches long, round, somewhat curved. A selection from Red Valentine. Seed: Red splashed with buff.

GARDEN VARIETY



SUPERGREEN (Rogers)

# SUPERGREEN (Rogers)

58 Days

This All-America Bronze Medal Winner produces a 6 to 7 inch long, slim, smooth, round, dark green and stringless pod. Seed: Light brown mottled with buff.

**GARDEN & CANNING VARIETY** 

# BEANS—BUSH GREEN POD



TENDERGREEN, IMPROVED

### ROGERS MOSAIC RESISTANT STRAIN A hardy, more productive improvement

# TENDERGREEN, IMPD.

56 Days

Pods are 6 inches long, round, dark green, straight and stringless. This strain is MOSAIC RESISTANT, and is preferred for FREEZING. Seed: Brownish purple, mottled fawn.

**GARDEN & FREEZING VARIETY** 

## TENDERGREEN No. 32304

56 Days

Pods are 6 inches long, round, dark green, straight, stringless, and MOSAIC RESISTANT. Pod is more perfectly round than Imp. Tendergreen. This strain is preferred for CANNING. Seed: Brownish purple, mottled fawn.

**GARDEN & CANNING VARIETY** 

# BEANS—BUSH GREEN POD

# TENNESSEE GREEN POD

52 Days

Pods are 7 inches long, very broad, flat, dark green.
Stringy. Very popular in the South. Seed: Broad, flat, dark brown.

GARDEN VARIETY



TOPCROP

#### **TOPCROP**

52 Days

Vine is 15 to 17 inches high. An early maturing variety with concentrated pod set and high yield. Pods are 51/2 inches long, stringless, round, dark green. Mosaic Resistant. Seed: Brown with buff mottle.

**GARDEN & CANNING VARIETY** 



DR. M. E. ANDERSON

The first step in the origin of new improved varieties of Peas and Beans. Greenhouse at Idaho Falls, Idaho.

# BEANS—BUSH GREEN POD



WADE'S BUSH

ALL AMERICA GOLD MEDAL AWARD.

### WADE'S BUSH

65 Days

Pods 51/2-6 inches long, straight, meaty, dark green and stringless. Seed: Purple-Brown. Mosaic Resistant. Adapted for Freezing.

**GARDEN & CANNING VARIETY** 

# BEANS-BUSH WAX POD

CONTRACTOR CONTRACTOR

BRITTLE WAX (Round Pod Kidney)

62 Days

Pods are 6 inches long, very slightly curved, round, yellow, stringless. Seed: White with black eye.

**GARDEN & CANNING** 

### CHEROKEE WAX

58 Days

Pods 6 inches long, flat to oval, deep yellow, stringless. An improved type of Sure Crop Black Wax with narrower pod. Seed: Black. GARDEN VARIETY

# KINGHORN WAX (White Seed)

62 Days

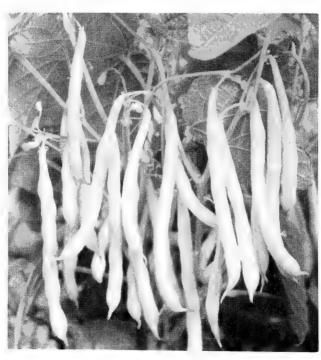
Pods 6 inches long, slightly curved, round, yellow, stringless. Seed: Pure White. An Improved higher yielding Brittle Wax type.

GARDEN & CANNING VARIETY

# PENCIL POD BLACK WAX

65 Days

Pods are  $51/_2$  to 6 inches long, round, slightly curved, yellow, stringless. Seed: Black. GARDEN VARIETY



PUREGOLD WAX (Rogers)
Mosaic Resistant. Deep Yellow
ALL AMERICA BRONZE MEDAL AWARD

# BEANS—BUSH WAX POD

# PUREGOLD WAX (Rogers)

65 Days

Pods are 51/2 to 6 inches long, slim, round, very golden yellow, stringless. Seed: White with light brown around the eye. Mosaic Resistant. A very prolific wax bean of highest quality.

**GARDEN & CANNING VARIETY** 

# SURE CROP (Bountiful Wax)

62 Days

Pods are 61/2 inches long, flat, straight, deep yellow, stringless. This variety is rapidly being replaced by Cherokee Wax. Seeds: Black.

**GARDEN VARIETY** 

TOP NOTCH GOLDEN WAX (Impd. Gold.) 50 Days Pods are 5 inches long, flat, straight, yellow, stringless. Seed: White with brown eye.

GARDEN VARIETY



Bean Breeding Farm, Twin Falls, Idaho

### **BFANS—POLE**

BLUE LAKES, BLACK SEEDED (Rogers) 65 Days Vine 5 foot, dark green. Pods 7 inches, straight, round, stringless. Resistant to Common Bean Mosaic. Seed: Black. GARDEN & CANNING VARIETY

BLUE LAKES. WHITE SEEDED No. 228 57 Days Pods 63/4 inches long, nearly round, dark, fleshy and stringless at all stages. Vigorous, productive plant resistant to common bean mosaic and certain strains of rust. This strain developed by Asgrow.

Seeds: Small, white. CANNING & FREEZING

BLUE LAKES, WHITE SEEDED F. M. No. I 59 Days An early maturing variety with pods 51/2-6 inches long, straight, nearly round, uniformly dark green in color, smooth, fleshy, and stringless at all stages. A vigorous growing, good climbing plant with minimum of basal foliage. Highly productive with an extended picking period. Developed by Ferry-Morse Seed Co. Seeds: Small, white. CANNING & FREEZING

KENTUCKY WONDER (Old Homestead) 65 Days Vines 5 foot, vigorous. Pods 71/2 inches, round, curved, silver green. Stringless when young. Seed: GARDEN VARIETY Light brown, flat oval.

#### ST. LOUIS PERFECTION

62 Days

Vine 5 foot, large, medium green, open leaves. Pods 8 inches, straight, round, fleshy, silvery green. Stringless in the young stages. Seed: White, very plump. Sometimes called White Kentucky Wonder.

**GARDEN VARIETY** 

### BEANS-BUSH LIMA

### CLARK'S BUSH

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'n

67 Days

Resembles Henderson Bush in plant and pod but has green cotyledons. It is a heavy yielder. Pods three inch, curved, flat, dark green with three to four beans. Seeds small and mainly pale green.

CANNING & FREEZING VARIETY

# FORDHOOK, CONCENTRATED

72 Days

Plants are stocky without tendrils. The majority of pods are set in the lower portion of the plant. Pods and seeds are slightly smaller than Regular Fordhook. Very prolific. Seed: Creamish green and light green.

**CANNING & FREEZING VARIETY** 

### FORDHOOK 242 BUSH

70 Days

A top ranking All-American vegetable. Similar to Regular Fordhook but pods are shorter and uniformly curved. Most pods contain four seeds that shelled are identical to regular Fordhook. 242 has outstanding ability to set under adverse conditions, particularly in high temperatures. Excellent quality. Recommended for freezing. Seed: Creamish green and light green.

#### HENDERSON BUSH

65 Days

Bush 16 inch, erect, runnerless, dark, glossy green. Pods 31/2 inch, curved, flat, dark green with 3 to 4 beans. Seed: Small, white, flat.

CANNING & FREEZING VARIETY

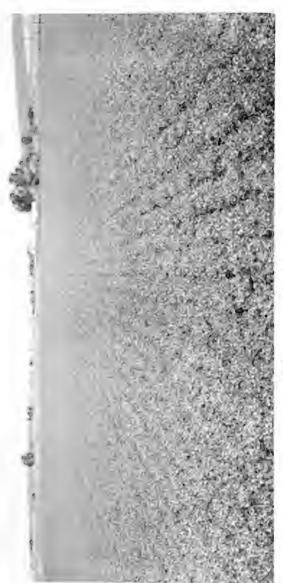
#### IMPROVED EARLY THOROGREEN BUSH

65 Days

Bush 16 inches, erect, runnerless, dark, glossy green. Pods 31/2 inches, curved, flat with 2 to 4 beans. Same habits as Henderson Bush, except for distinguishing feature of green cotyledons. Seed: Green except for lighter shades bleached.

**CANNING & FREEZING VARIETY** 

# BEANS—BUSH LIMA



Clarks Bush Lima Bean Production, Caldwell, Idaho

# SWEET CORN



DR. FRANKLIN L. BLANKENBURG
Hybrid sweet corn research, Caldwell, Idaho

### BURBANK BANTAM

84 Days

Ears 7 to 8 inch, with 12 to 14 rows of deep, yellow kernels. Equal in flavor to 8 row Bantam. Stalks 51/2 to 6 feet. Produces well under adverse conditions. Among the best of the open pollinated varieties for garden and market.

# LUNGRUNG SERVERUNG S

# SWEET CORN

# CARMELCROSS (Hybrid)

75 Days

Ears 71/2 inches, 12-16 rows broad, medium depth yellow kernels. Stalk 5 to 51/2 feet. An early mid-season, widely adapted hybrid giving a high yield of good quality corn for market garden and for early canning and freezing. Originally released by the Connecticut Experiment Station.

### COUNTRY GENTLEMAN

95 Days

Ears, 7 to 8 inches. Deep, white, slender, kernels with no row formation. Tender, sweet, excellent flavor. Small cob. Flag leaves. Stalk 61/2 to 71/2 feet. Used primarily for home gardening.



COUNTRY GENTLEMAN ILL. NO. 13

COUNTRY GENTLEMAN ILL. No. 13 (Hybrid) 95 Days Ears 8 inches with narrow, deep, white kernels. Stalk 8 to 8½ feet. Has white interior silk and excellent holding qualities. A high yielding, top quality Country Gentleman Hybrid developed by W. A. Huelsen of the University of Illinois.

# SWEET CORN

# **GOLDEN BANTAM 8 ROWED**

82 Days

Ears 6 to 8 inches with 8 rows of kernels of finest flavor and sweetness. Usually produces two ears per stalk. Stalks 51/2 to 6 feet. An excellent selected strain. Hardy and well known.



**GOLDEN BEAUTY** 

1955 ALL AMERICA SILVER MEDAL WINNER.

# GOLDEN BEAUTY (Hybrid)

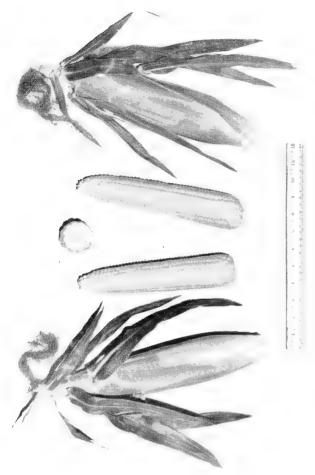
70 Days

A new early, yellow market and home garden hybrid introduced by Mr. W. H. Lachman of the University of Massachusetts.

Stalks 5 feet. Ears 7-8 inches long and slightly tapered, with 12-14 rows of medium width, good yellow, kernels. This hybrid yields well and has good quality factors. Maturity is approximately a day earlier than Marcross.

### COLORO CO

# SWEET CORN



GOLDEN CROSS BANTAM (Rogers)

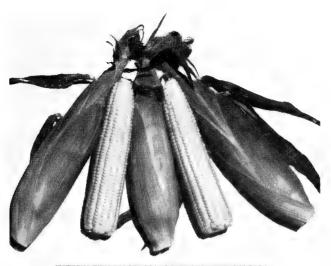
# GOLDEN CROSS BANTAM (Hybrid)

88 Days

Ears 8 to 81/2 inches with 12 to 14 rows of golden kernels. Sweet and tender. Heavy yielder, resistant to wilt. Very uniform. Stalk 6 to 61/2 feet. A hardy top quality corn. The foremost yellow hybrid on the market today. Very wide range of adaptability. Used for garden, market, canning and freezing. Developed by Glenn M. Smith of Purdue University and the U.S.D.A.

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# SWEET CORN



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#### **GOLDEN EARLIPAK**

## GOLDEN EARLIPAK (Hybrid 52A)

74 Days

Developed in our breeding program for first early canning and freezing use, but equally suited for market planting. Especially adapted to areas where short growing season precludes use of slower maturing hybrids.

Stalk 6-61/2 feet. Ears 81/2-9 inches, predominantly 12 rows and with tender and sweet kernels of medium depth and good yellow color. A good yielding early hybrid adapted for mechanical harvesting.

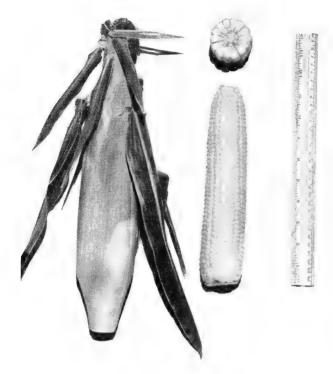
# GOLDEN HARVEST (Hybrid)

88 Days

A new yellow hybrid developed by Glenn M. Smith of Purdue University and the U.S.D.A. Very similar in plant, ear type, kernel character, yield and season to Golden Cross Bantam, but has important advantage of white silks inside husks. Ears are more cylindrical, filled better at ear tips and straighter rowed than Golden Cross. High percentage of perfect ears for corn-on-the-cob pack.

Very uniform 8 inch ear, 12-14 rows. Kernels medium width and depth. Stalk 61/2-7 feet. For garden, market, canning and freezing.

### SWEET CORN



### GOLDEN NUGGET

# GOLDEN NUGGET (Hybrid)

88 Davs

A Rogers introduction for the canning and freezing trade. A high yielding midseason, yellow hybrid

of exceptionally good quality.

Stalk 71/2 to 8 feet, I to 2 tillers, ears borne well up from the ground level for ease of harvesting. Easy snapper. Ears 8 to 81/2 inches, cylindrical, I2 to 16 good uniform rows, long husk cover. Kernels medium yellow, medium width and depth, very tender and sweet.

# GOLDEN HYBRID G101

71 Days

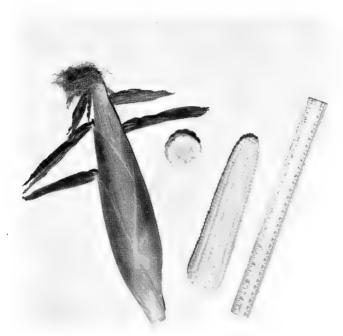
This new hybrid maturing in Marcross season offers a combination of high yield and improved flavor and

tenderness seldom found in an early corn.

Stalks 6 feet, sturdy and with few tillers. Good tolerance to bacterial wilt. Ears 71/2-8 inches, mostly 12 rows and with long husk cover of medium green color. Attractive husked ear appearance. Kernels good uniformity, glossy yellow color, medium width and depth.

Normally will produce two good ears per plant. Adapted for use as an early home garden, market,

canning and freezing corn.



GOLDEN HYBRID GIOI

#### HOOSIER GOLD (Hybrid)

84 Days

A new heavy yielding yellow hybrid developed by Glenn M. Smith of Purdue University in cooperation with the Bureau of Plant Industry, U.S.D.A. Normally 3 to 5 days earlier than Golden Cross Bantam.

Stalks 51/2 feet, 2 to 3 tillers. Ears 8 to 9 inches, 12 to 14 rows of medium depth, light yellow kernels. Very good flavor and tenderness. Holds quality well. Long, dark green husk and flag leaves make excellent market appearance. A promising hybrid for early canning, market and garden use.

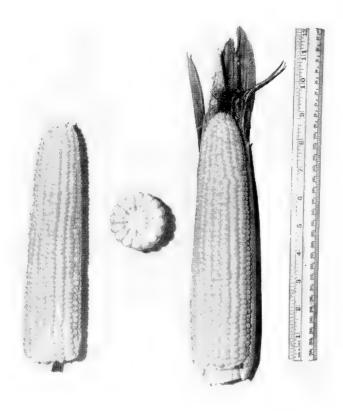
### IOANA (Hybrid)

89 Days

Ears 81/2 inches, very uniform, cylindrical, with 12-14 straight rows of medium width, light yellow kernels of excellent quality. Sturdy 7-71/2 foot stalk with few tillers. A high yielding hybrid for canning and market gardening. Developed and released by Dr. E. S. Haber of Iowa State College.

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#### SWEET CORN



#### **IOCHIEF**

IOCHIEF (Hybrid)

89 Days

An outstanding yellow hybrid developed by Dr. É. S. Haber of Iowa State College. Iochief has a top rating on basis of yield and cutting percentage. Excellent performance under drought conditions. Good flavor and tenderness.

Stalk 7 to 71/2 feet and virtually tillerless. Ears set well up on stalk for ease of harvesting. Ears 81/2 to 9 inches long, cylindrical, filled to tips and with 16 to 20 rows of very deep, narrow kernels. A clean silker. Good husk coverage. Holds prime quality well in the field.

High yield, top cut per ton, good color and quality plus refined kernel character combine to make lochief an ideal canning and freezing hybrid.

LINCOLN (Hybrid)

84 Days

Ears 8 to 81/2 inches with 14 to 18 rows, medium narrow kernels. Stalks 61/2 to 7 feet, erect, resists lodging and ears borne high. A cross of inbreds P39xC23. Primarily for market gardeners wanting large early ears. Good yielder. Developed by the Connecticut Agricultural Experiment Station.

#### MARCROSS C13x6 (Hybrid)

71 Days

Ears 7 to 71/2 inches with 10 to 14 rows of rather large, yellow kernels. Fairly good quality. Stalks 5 to 51/2 feet. An early garden and market corn well known in all corn growing areas. A prolific producer. Introduced by the Connecticut Agricultural Experiment Station.

#### MARCROSS NORTHERN

80 Days

Ears 7 to 8 inches with 12 to 14 rows of medium width, yellow, deep kernels. Sweet, tender. Stalks 51/2 to 6 feet. A large eared, early corn for market garden.



Hybrid Sweet Corn Production Field Caldwell, Idaho



#### MELLO-GOLD

#### MELLO-GOLD (Hybrid)

84 Days

Our new development for an early canning and freezing corn. Holds well in the field and gives good cut corn recovery.

Very sturdy 71/2 foot stalk with good root system. Very few tillers. Lodging resistant and drouth tolerant. Ears 8-81/2 inches. 12-16 rows of medium width, bright, glossy yellow kernels of good quality. Yields well. Very tolerant to Stewart's Wilt.

# NARROWGRAIN EVERGREEN ILL. 14x11 (Hybrid) 93 Days

Ears 8 inches with 18 to 22 rows of deep, slender, white kernels of fine quality. A few flag leaves. Stalk 8 feet. Good yield. Produces a more refined kernel than 14 x 13. Originated by W. A. Huelsen of the Illinois Agricultural Experiment Station. A garden and canning hybrid.

NARROWGRAIN EVERGREEN ILL. 14x13 (Hybrid)

93 Days

Ears 8 inches with 16-20 rows of very deep, medium width, white kernels. A good quality Narrowgrain. Few flag leaves. Stalk 8 feet, well rooted. A high yielding canning hybrid. Originated by W. A. Huelsen of the University of Illinois.



#### **PROSPECTOR**

**PROSPECTOR** 

89 Days

A new, prolific, golden hybrid developed for the market and processing trade. Has high cutting percentage and attractive, refined kernel character.

Stalk 8-81/2 feet, few tillers. Ears 8-81/2 inches, 14-18 rows, uniform and with long husk cover. Kernels medium yellow, narrow, deep and of good quality. Normally produces two good ears set well up from ground for easy harvesting.

SPANCROSS (Hybrid)

66 Days

Ears medium 6 to 7 inches with about 12 rows of yellow kernels. Uniform in maturity and good quality. Stalk 4 feet, stocky, ears set low. Extra early, wilt resistant and somewhat resistant to cold. A first-early garden hybrid originated and released by the Connecticut Agricultural Experiment Station.

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#### **SWEET CORN**

#### STOWELLS EVERGREEN

95 to 100 Days

Ears 8 to 9 inches, 16 rows of deep, white kernels. Stalk 7 to 8 feet with very few suckers. Bred from selected, hardy strains. A high yielding, large eared Stowells for market and gardening.

#### STOWELLS EVERGREEN (Hybrid)

95 Days

Ears 81/2 inches with 16 to 20 rows of medium width, white kernels. Stalk 8 feet with very few tillers. Good quality. Narrower kernels, more uniform in plant type and maturity than open pollinated Stowells Evergreen.

#### **TENDERGOLD**

80 Days

Ears 7 to 8 inches with 12 to 14 rows of golden kernels of medium width and depth. Sweet, tender, fine quality. Stalks 51/2 to 6 feet. A hardy strain of satisfactory yield for canning, market or home garden.





Caldwell, Idaho, Plant

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# ALWAYS AT YOUR SERVICE



HUGH P. DORR Eastern Representative

Hoosick Falls, N.Y. Phone: 168R

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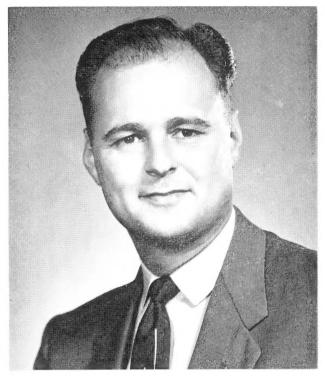
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H. G. "JERRY" WASHBURN Southern Representative

2646 Parkside Drive N.E., Atlanta, Ga. Pho

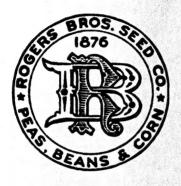
Phone: Cherokee 0476

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## ROGERS BROTHERS SEED CO.

Sales Office and Production Headquarters IDAHO FALLS, IDAHO





THE SEAL OF QUALITY

# ROGERS "Blood Tells"